

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (original): A liquid crystal display comprising:

a ferroelectric liquid crystal material which is held between a pair of electrode substrates and whose optical response is asymmetric with respect to the polarity of a voltage applied;

a signal applying section which applies an image signal to a pixel of said liquid crystal material for every two fields forming one frame; and

a polarity controller which reverses the polarity of the image signal in one frame period, said polarity controller being configured that the polarity of the image signal is reversed in a selected one of first and second polarity control manners, said first polarity control manner initiating an amplitude change of the image signal from a polarity in which a larger response of said liquid crystal material is obtainable, said second polarity control manner initiating an amplitude change of the image signal from a polarity in which a smaller response of said liquid crystal material is obtainable, and said selected polarity control manner being smaller in the total of brightness deviation generated in a frame immediately after the amplitude change for each of predetermined brightness transitions.

Claims 2-7 (canceled)

Claim 8 (original): A liquid crystal display comprising:

a first substrate including a plurality of pixel electrodes arranged substantially in a matrix, a plurality of scanning lines disposed along rows of said pixel electrodes, a plurality of signal lines disposed along columns of said pixel electrodes, and a plurality of switching

elements each of which is disposed near an intersections of corresponding scanning and signal lines and driven via the corresponding scanning line to apply the potential of the corresponding signal line to a corresponding pixel electrode;

a second substrate including a counter electrode facing said pixel electrodes;

a driving section which drives one of said scanning lines sequentially selected for each horizontal scanning period, and said signal lines during said each horizontal scanning period;

a liquid crystal cell including a ferroelectric liquid crystal material which is held between said first and second electrode substrates and whose optical response is asymmetric with respect to the polarity of a voltage applied between said pixel and counter electrodes; and

a liquid crystal controller which controls said driving section to supply an image signal to each signal line for every two fields forming one frame and reverse the polarity of the image signal in one frame period, said liquid crystal controller being configured that the polarity of the image signal is reversed in a selected one of first and second polarity control manners, said first polarity control manner initiating an amplitude change of the image signal from a polarity in which a larger response of said liquid crystal material is obtainable, said second polarity control manner initiating an amplitude change of the image signal from a polarity in which a smaller response of said liquid crystal material is obtainable, and said selected polarity control manner being smaller in the total of brightness deviation generated in a frame immediately after the amplitude change for each of predetermined brightness transitions.

Claims 9-14 (canceled)

Claim 15 (original): A driving method for a liquid crystal display having a ferroelectric liquid crystal material which is held between a pair of electrode substrates and whose optical response is asymmetric with respect to the polarity of a voltage applied, said method comprising:

application of an image signal to a pixel of said liquid crystal material for every two fields forming one frame; and

polarity control to reverse the polarity of the image signal in one frame period, said polarity of the image signal being reversed in a selected one of first and second polarity control manners, said first polarity control manner initiating an amplitude change of the image signal from a polarity in which a larger response of said liquid crystal material is obtainable, said second polarity control manner initiating an amplitude change of the image signal from a polarity in which a smaller response of said liquid crystal material is obtainable, and said selected polarity control manner being smaller in the total of brightness deviation obtained in a frame immediately after the amplitude change for each of predetermined brightness transitions.

Claims 16-24 (canceled)